

Women in Business

A supplement to
The Daily Reporter

Lack of an Easy Bake
Oven didn't keep
entrepreneur from
a hot, new career

**Ready to start
your own business?
Here are some
things to consider**

Loan money
costs a little more
and is a little more
difficult to obtain,
but it's out there

**Roundtable:
The Wonders
of Technology**

**Amy Weirick —
Traveling down
the PR, tourism
marketing path**



Fired up.

Hard work. Sound judgment. Intellectual curiosity. In a good lawyer, these qualities are all essential. But they're not sufficient. At Barnes & Thornburg, we expect passion, too. Our value-oriented approach to client service demands lawyers who insist on going the extra mile. You can't teach that kind of passion. But when you come to us for advice, you can certainly expect it.

BARNES & THORNBURG LLP
ENDURING VALUES *bilaw.com*



Women in Business

A supplement to
The Daily Reporter

Vice President & Publisher
Dan L. Shillingburg

Editor
Cindy Ludlow

Associate Editor
Chris Bailey

Advertising Sales Manager
Jeffrey S. Zeigler

The Daily Reporter Inc.
580 South High Street, Ste. 316,
Columbus, Ohio 43215-5644
Phone: (614) 228-NEWS (6397)
Fax: (614) 224-8649
e-mail: cdr@sourcenews.com

For additional copies or to
advertise in future issues,
contact *The Daily Reporter* at
614-228-NEWS (6397).

© December 2009
The Daily Reporter Inc.,
all rights reserved.

Material published is for the sole and
exclusive use of the subscriber. It may not be
published, resold, recorded or reused in any
manner, in whole or in part without the
publisher's written consent.
Any infringement will be subject to legal
redress.

Cover story photos by
Cindy Ludlow, Roundtable
photos by April Moening

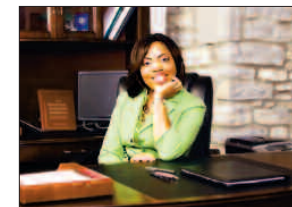
Special thanks to the
Columbus Museum of Art
and Dale Chihuly for
allowing our cover photo
session in front of Chihuly
Illuminated exhibits.

THE DAILY REPORTER
580 S. High St., Suite 316
Columbus, Ohio 43215
(614) 228-NEWS (6397)

Contents



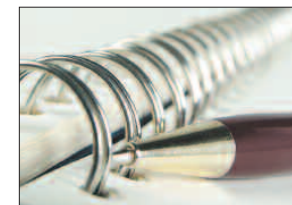
Page 4 - Traveling down the PR, tourism marketing path



Page 10 - Ready to start your own business?
Here are some things to consider

Page 12 - Loan money costs a little more and is a little more difficult to obtain,
but it's out there

Page 14 - Looking for loans? It's not just *what* you know, but *who* you know




Page 15 - Business contacts



Page 18 - Lack of an Easy Bake Oven didn't keep
entrepreneur from a hot, new career



Page 20 - Roundtable: The Wonders of Technology

A full-page background image of a forest path in autumn. The path is paved and leads into the distance, flanked by trees with bright orange and yellow leaves. The sky is visible through the canopy, showing a soft, hazy light.

According to her Web site, Amy Weirick specializes in being a full-service strategic tourism marketing and public relations firm. She has the typical clients such as retailers, health-care companies, attorneys, realty professionals, but the heart and soul of the business — and in fact, the roots of the firm — are deeply grounded in those clients that fall under the umbrella of tourism and hospitality.

Weirick Communications Inc.'s client list sounds like a vacation agenda. She counts among her faithful the National Scenic Byways Program, Cherry Valley Lodge & Water Resort, Experience Columbus, The Arena District, Hocking Hills Tourism Association, Cameron Mitchell Restaurants, Hilton Columbus, The Inn at Cedar Falls and the Delta Queen Steamboat Company.

All these clients, the large and the small, need to put their names in front of the public and they've chosen an entrepreneur with passion to help them in their endeavors.

"Most of the companies that we promote are small businesses, people who started with just a dream — and most, their blood, sweat and tears," said 48-year-old Weirick. "It's really fun to watch them grow and promote them and see them mentioned in the *Chicago Tribune* or *The New York Times*."

Weirick's own dream didn't always involve being the head of a successful business; the Clintonville native whose mother was a medical secretary and father was vice president of a large service/vending company, found her current career path as a result of recognizing an industry void and feeling the challenges and responsibilities of motherhood.

Weirick very easily could have been the writer of this article instead of the subject. While some kids grew up wanting to be astronauts and teachers, Weirick knew early on that she wanted to be a journalist.

"It started when I was really young," she

(Continued on Page 6)

Traveling down the PR, tourism marketing path

Page 6

Women In Business

2009



Bailey Cavalieri LLC

ATTORNEYS AT LAW

PROVIDING LEGAL SERVICES

both locally and nationally.



BANKRUPTCY

COMMUNICATIONS, ENERGY, AND PUBLIC UTILITIES

CORPORATE AND BUSINESS

DIRECTOR AND OFFICER LIABILITY

EMPLOYEE BENEFITS

ESTATES, TRUSTS AND PROBATE

GREEN ENERGY

HEALTH CARE

LABOR AND EMPLOYMENT

LITIGATION

REAL ESTATE

TAX

baileycavalieri.com

Kathy Bowman
University of Michigan Law School
 Director and Officer Liability
 Insurance
 Banking Litigation

Nancy Manougian
Capital University Law School
 Appellate
 Insurance
 Commercial Litigation

Yvette Cox
Capital University Law School
 Business Law and Transactions
 Commercial Banking
 Bankruptcy

Tiffany Miller
*The Ohio State University
 Moritz College of Law*
 Business and
 Commercial Litigation

Maureen Duffy
*The Ohio State University
 Moritz College of Law*
 Estates, Trusts and Probate

Rita Perez
University of Akron School of Law
 Director and Officer Liability
 Insurance

Sabrina Haurin
Emory University School of Law
 Litigation

Emily Smith
*The Ohio State University
 Moritz College of Law*
 Director and Officer Liability
 Insurance

Erin Holmes
*The Ohio State University
 Moritz College of Law*
 Corporate and Business

Tammy Watts
*The Ohio State University
 Moritz College of Law*
 Director and Officer Liability
 Insurance



ONE COLUMBUS
 10 W. Broad Street, Suite 2100
 Columbus, OH 43215
 614.221.3155

KETTERING TOWER
 40 N. Main Street, Suite 1250
 Dayton, OH 45423
 937.223.4701

(Continued from Page 6)

demanding hours. She knew a lot of public relations people from her time in journalism, so she called around and started in a slightly different arena, working for Nancy Flynn Public Relations.

"That's really where I learned to write and to work more closely with print media," she said. "I knew a story, but I didn't totally understand the print (side of journalism)."

After two years with Nancy Flynn, and using contacts she made earlier in her career as a radio reporter for WMAN 1460 in Mansfield, Weirick was chosen to interview for a vacant PR director position with the Ohio Division of Travel and Tourism. She and her potential boss hit it off immediately and that rapport resulted in a new job for the journalist/PR professional.

Scratch that. She had a new career.

"My first day of work, (my boss) said, 'You're going to do this forever. I can tell you have the personality,'" Weirick said.

"He was right."

Well, partially right. Weirick was going to stay in public relations, and stay in the travel industry, but not with the ODTT. In October 1997, her son Jake was born, and she felt herself being pulled in another direction.

While she enjoyed her job at the Division of Travel and Tourism, it had some drawbacks for a new mother. Weirick regularly had to travel throughout the state in the course of

her job, and with a young baby at home, she found it hard to be a good employee and a good mother at the same time.

"I'd go to work every day and people would say, 'How's the baby?' and I'd start bawling," she remembers.

Being a good journalist, though, she was good at getting to know people with whom she worked and she was good at filing away information. Recalling how people she met with would lament about how unhappy they were with their public relations firms, saying things like, "boy, I wish you'd start a firm," or "I wish I could hire you full-time," a lightbulb came on for the oft-bawling new mom!

After gauging a few potential clients and talking it over with Dave, her husband of five years, she knew what she needed to do.

On Jan. 1, 1998, Weirick Communications was born and soon the new businessowner was so busy she had to take on an intern from Ohio State. But that didn't mean life was glamorous.

The fledgeling duo many days found themselves stuffing envelopes on a bed in a spare room at Weirick's house. It was hardly what she envisioned when she decided to start her own company.

"I had this vision in my head of me ticking away at a press release while my children were frolicking at my feet," she laughed, typing away at an imaginary computer and plastering an exaggerated grin on her face.

"It's not like that at all."

But even though it didn't turn out exactly as she expected, she's quick to say she still loves the business. After all, her office is a five-minute drive from home, which makes fulfilling family obligations a little easier than if she were working downtown, and she gets to call kayaking, hiking, drinking fine wine and taking mud baths "work."

She credits her success to her experience in journalism.


"I think a lot of PR people come into the industry with a degree in communications but no real work on (the journalism) side of the fence. They don't understand what they're up against," she said. "The reporters and journalists and bloggers are as much my clients as my clients are."

The company has grown now to three employees, while the family has grown to four (another son, Mike, was born in April 1999). Through it all, Weirick's passion for travel has remained unchanged, and in fact, has become contagious. Case in point: When other families vacation to Disneyland, the Weiricks headed to Spain.

"We were like 'pollo, I think that's chicken.'" she recalls of that trip, mispronouncing the Spanish word as though it were a collared shirt. "It was good for (the kids) to see not everybody looks like we do, eats like we do and lives like we do."

Others probably wish they did live like the Weiricks. As for Amy, she's not taking the lifestyle for granted.

~ JOSH LEHMAN



"Relationships that I build at the ACC help me play at a higher level as I strive for goals of excellence and success."

Erin W. Kallmerten
Vice President
Private Banking
Huntington Bank

The Athletic Club of Columbus
136 East Broad Street | 614.221.3344
www.accolumbus.com



Did you miss something?

If you're not receiving *The Daily Reporter* five days a week, chances are you have.

Central Ohio's source for *daily* business and legal information

Subscribe today!

THE DAILY REPORTER

614-228-NEWS (6397)
www.sourcenews.com

Ready to start your own business?

Here are some things to consider

Cheryl Isaac knows a thing or two about starting businesses. Nine years into a banking career, she decided to start her own company to help other people become entrepreneurs. At that time, she had just helped her husband, Kendall, start his own law firm and she'd learned some things about what does and what doesn't work for new business owners.

Among the first steps to success, she says, is changing the about-to-be-boss' mentality.

my own thing. I have to make my own decisions," she said.

Isaac added that women who are wives and mothers also have to make sure the rest of the family is on board with their plans to start a new business. Not only should they support the decision, but understand that they'll need to pick up any slack on the homefront. Making a family plan is as important as making a business plan, she said.

"I think one of the first things is having your spouse or kids realize that you are a business owner," said Isaac. "A lot

of husbands and kids see you as wife or mom. Getting your spouse involved in seeing what you do makes him appreciate what you're doing, makes him appreciate the vision. You need to talk to your significant other and make a family plan."

Once the whole family is on the same page, the prospective business owner can work on professional contacts.

Other women business owners can provide ideas for the entrepreneur, but they also can offer support and even inspiration. That's why networking is important, Isaac says, even though she admits some women business owners really struggle with the concept, especially at first.

"When you're an employee, you're sent to events so you get to network,"

she said. "Now you have to go out there and meet people, shake their hands and set an appointment with them. Networking is often a fear with a woman entrepreneur."

She explained, though, that by talking to women who run similar operations, an aspiring business owner can find out what works and what doesn't work without the expense of trial and error. By befriending other women who wear the

"One of the big things that women need to think of before they start is the mindset shift," said the owner of Isaac Business Services.

"Usually people are used to an employee environment where you're told what to do. Now you're on your own and you're selling yourself and your company. The confidence level has to go up a notch, the mind has to be, 'I'm running



“One of the big things that women need to think of before they start is the mindset shift.”

— Cheryl Isaac

hats of entrepreneur, mom and wife, a new business owner can learn how to juggle those roles herself.

"You see other entrepreneurs and how they carry themselves and you can learn from them — especially with women-to-women groups around Columbus," said Isaac.

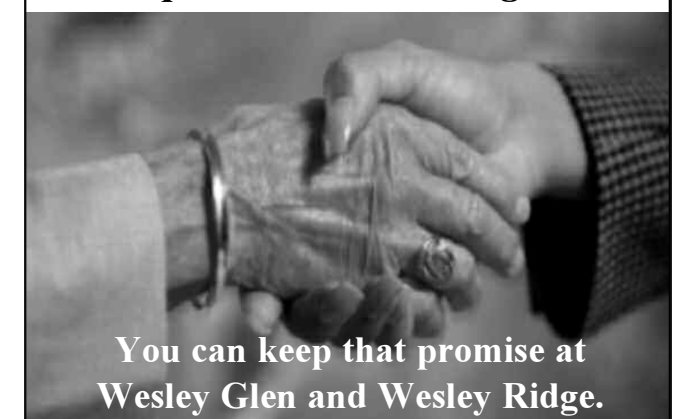
She noted, however, that while women can be a great source of information and support for one another, they shouldn't shy away from networking with men, as well.

"I think you need that good network of women entrepreneurs to help you along, but I don't think women should limit themselves to that," said Isaac, noting that men and women have different characteristics that translate to different ways of handling situations. Stay open to all the options available, she advises.

The prospective business owner can, and should, build a strong network by attending seminars, taking classes and joining business associations, and should continue these activities after the business has started, Isaac said. She has done so and found success. Since starting IBS in 2007, she has launched 12MonthBizPlan.com and ADifferentBusiness.com, slowly expanding her business to help with all aspects of starting a company.

~ JOSH LEHMAN

***You promised your Mom you'd
never put her in a nursing home.***



**You can keep that promise at
Wesley Glen and Wesley Ridge.**

You owe it to your mom to explore the lifestyle options that are available for the same price or less than nursing care. Call today for a tour.
We promise you will be glad you did.

Wesley Glen
5155 North High Street
Columbus
(614) 888-7492

Wesley Ridge
2225 State Route 256
Reynoldsburg
(614) 759-0023



www.methodisteldercare.com



Loan money costs a little more and is a little more difficult to obtain, but it's out there

Being a businesswoman in Central Ohio right now is a good news, bad news situation, at least according to the latest numbers from the Small Business Administration.

In Fiscal Year 2009, which ended Sept. 30, the SBA guaranteed 108 loans for women-owned businesses in Central Ohio, down from 228 in fiscal year 2008. That's the bad news. The good news? The average SBA loan for a woman-owned business skyrocketed from \$68,421 in 2008 to \$124,070 in 2009 — an increase of more than 83 percent.

"We have enhanced our loan programs one way or another," said Doug Sweazy, Business Development Team Leader and Public Information Officer for the Columbus SBA.

He pointed to two dynamics that are increasing the size of the loans the SBA can offer. Perhaps unsurprisingly, it's another mix of good and bad.

Historically, banks have given a \$25,000 to \$50,000 revolving line of credit separate from the business loan itself, but now banks are reeling in those credit lines, said Sweazy.

"They were just kind of bunkering in and getting more conservative on the credit they were willing to offer," he said.

However, the banks are willing to give larger loans thanks to the guarantees from the SBA and, by extension, the government.

SBA loans traditionally were 85 percent guaranteed for smaller loans and 75 percent guaranteed for larger loans — meaning that the government would guarantee that percentage will be paid back to the lending institution even if the business goes belly up. Currently, all loans through the SBA are 90 percent guaranteed.

On top of the increased guarantees, the SBA also has waived its fees for loans. Sweazy said a large \$2 million loan would carry fees of "around \$50,000," that would normally be rolled into what a business would have to repay. The combination of no fees and large guarantees gives otherwise hesitant lenders reason to be generous.

"The big push that makes the banks want to do the loans is that guarantee," said Sweazy. "They only have 10 percent of their money at risk, and that 90 percent as far as they're concerned is rock solid, because that's backed by the federal government."

Most of the loans — about three in four, according to Sweazy — are granted to existing businesses looking to expand or, more recently, simply as some operating capital to survive the downturn. That said, the remaining loans go to start up businesses, so those with good ideas shouldn't be discouraged by the struggling economy.

"In general, the money's going to cost a little bit more, and

it's just a little bit more difficult to get," said Sweazy. "But if the opportunity is there, we believe they should be able to find the financing."

The data shows those opportunities are growing for women. Though data hasn't been compiled by the SBA since the recession began, from 1997-2002, the number of women-owned businesses grew 12.2 percent to account for 28.1 percent of Ohio businesses. By comparison, male-owned businesses increased 7.9 percent in that span to 59 percent of total Ohio businesses while equally male/female-owned businesses dropped 28.5 percent to under 10 percent of Ohio businesses.

Sweazy called the growth "substantial" and stressed that women-owned businesses received 22.1 percent of all SBA-guaranteed loans in 2009.

He said he wants to see that growth continue, and thinks keeping the guarantees high and the fees low will foster continued improvement.

"From an agency standpoint, our top management is working with Congress to make sure these incentives stay in place as long as possible," said Sweazy. "We have seen a positive impact of increased guarantees and reduced fees. We still have a ways to go, so we're hoping that these incentives go on a little while.

"It is the best deal that I've ever seen, and I've been here over 30 years."

~ JOSH LEHMAN

An Eye-Raising Opportunity!



Eyebrow Lift
Non-surgical,
Non-invasive

Remove
10 years
in less than
one hour
with no
telltale signs

Only
\$297

at
anne therese M.D.
AESTHETIC MEDICINE

Schedule your **COMPLIMENTARY CONSULTATION!**

Call **614-602-6449** or visit **www.annetherese.com**

Looking for loans?

It's not just *what* you know, but *who* you know

Point blank, it's rough out there right now for small business owners. Though the experts say the economy is improving, many banks still are clutching their money with boa constrictor-like strength, making it hard for entrepreneurs to start or grow their businesses.

The fact is, banks do have money to lend, but the borrower needs to have all her ducks in a row before approaching potential lenders.

When looking to give a loan to start-up businesses, said Steven Hines, senior vice president of commercial lending at Heartland Bank, lenders are not just looking for cash flow projections and a good credit score. Industry knowledge and the experience of key personnel are just as important.

For existing businesses, he said, lenders want to know how the business has adjusted to economic difficulties and how those adjustments have worked out.

Perhaps surprisingly, bankers not only care about what the entrepreneur knows, but also who she knows.

"The other thing that's really important in a small business is the networking," said Hines. "Talk to other business owners, professionals and seek as much input as possible for what they're trying to do. That can help, especially for a start up, avoid some of the other pitfalls that businesses have run into."

A business owner with support from mentors, consultants, an attorney and an accountant is going to be more likely to be approved for a loan.

"We know that a small business owner isn't going to have all the answers to everything," said Hines. "Do they have an accountant? Do they have an attorney? Those individuals can provide them with proper guidance."

Volunteers with the non-profit organization SCORE (formerly an acronym for Service Corps of Retired Executives) are among the local sources for guidance. SCORE, sponsored by the Small Business Administration, provides insight into building proper business plans, establishing the proper bookkeeping systems and other business basics a new business owner needs to know. The organization offers free counseling and numerous workshops throughout the year.

Many workshop presenters are practicing professionals including accountants, lawyers, bankers and business managers from diverse businesses and industries. Other facilitators are SCORE counselors who have years of industry and business experience, according to the group's Web site.

SCORE volunteers can be reached at www.scorecolumbus.org or at 614-469-2357.

Another nonprofit group that can help both current and aspiring

“The other thing that's really important in a small business is the networking. Talk to other business owners, professionals and seek as much input as possible for what they're trying to do.”

— Steven Hines

business owners is the Economic and Diversity Institute. ECDI is an option for business owners who have been declined by the banks.

Though ECDI doesn't have any programs exclusively for women owned businesses, administrators estimate 40 percent of its loans go to women.

"Women are unable to get financing or don't get financing at the same rates as men according to national research," said Amy Szabo, director of asset development at ECDI. "All of our programs are available for women. We've been looking to get some funding specific for women's programming."

Using grant funding from the city, county, state and federal governments, ECDI can underwrite loans that banks would find too risky. Although those loans carry higher than average interest rates — typically between 7 percent and 12 percent — they can provide the money a struggling small business needs.

ECDI also provides one-to-one instruction to help the business owner through rough patches.

"When someone is late making a payment, we contact them and say 'Hey, what's going on? What can we do to help you get back on track? Do you need help figuring out how to market your product or service? Do you need help managing your cash flow or financials,'" said Szabo.

In addition to loans, ECDI also offers education and training to help business owners become more "financially literate." The classes are free to anyone interested.

By taking advantage of resources such as ECDI and SCORE, business owners can get the funding they might not otherwise be able to get when they need it the most.

Szabo explained the groups' philosophy:

"It's in our best interests for people to succeed."

~ JOSH LEHMAN

Small Business Administration

Established by an act of Congress in 1953, the Small Business Administration is a federal entity dedicated to the development of the 25 million small businesses in the United States. Reliant upon private lenders, the SBA stimulates capital formation and investment with minimal cost to taxpayers. It also sponsors various loan and bonding programs and provides services within the following areas: business development, financial assistance, international trade, minority business assistance, women business ownership assistance, procurement assistance, investment/surety guarantees, veterans assistance, research and development, disaster assistance and advocacy.

Small Business Administration

401 N. Front St., Suite 200

Columbus, OH 43215

614-469-6860

FAX: 614-469-2391

www.sba.gov/oh/columbus

Publications: www.sba.gov/library

U.S. Business Adviser: www.business.gov

(Continued on Page 16)

BUSINESS CONTACTS

(Continued from Page 15)

Small Business Innovation Research Program

The Small Business Innovation Research Program is a federally-funded program that awards grants and contracts to small technology companies to conduct high risk research and development in support of agency missions. It stimulates technological innovation in the private sector by strengthening the role of small business concerns in meeting federal research and development needs, increasing the commercial application of federally supported research results. It also fosters and encourages participation by socially and economically disadvantaged persons and women-owned businesses in technology innovation.

Ohio Department of Development
Technology and Innovation Division
PO Box 1001

77 S. High St., 25th Floor
Columbus, OH 43215
614-466-3887

FAX: 614-644-5758

www.development.ohio.gov/technology.htm

Women's Business Resource Program

The Women's Business Resource Program is available to all women interested in starting, managing or expanding a business in central and southern Ohio. The program provides women entrepreneurs with business training and counseling, technical and management assistance, and mentoring. A WNET Roundtable Series that focuses on access to markets, finding/retaining customers and sales strategies is offered the second Monday of every month. A Leadership Academy also is provided for business women interested in enhancing their leadership skills.

Women's Business Resource Program

3360 E. Livingston Ave., Suite 2B

Columbus, OH 43227

614-222-6700

FAX: 614-222-6799

www.development.ohio.gov/entrepreneurship/womensbusinessorganizations.htm

Women's Business Enterprise Council Southeast

The Women's Business Enterprise Council Southeast is a Women's Business Organization Partner of the Women's Business Enterprise National Council. WBENC is the nation's leading advocate of women-owned businesses as suppliers to America's corporations. It also is the leading third party certifier of businesses owned for women business enterprises. WBEC-SE provides WBE certification on behalf of WBENC to women's businesses throughout Ohio and surrounding states. The council also provides support and resources to Women Business Enterprises. The mission of the group is to increase business opportunities for women-owned businesses and provide qualified suppliers to buyers.

Women's Business Enterprise Council Southeast

3360 E. Livingston Ave., Suite 3A

Columbus, OH 43227

614-222-6700

FAX: 614-222-6799

www.wbec-se.org



The limit.

(That's how far you can go.)

Breaking through barriers, creating powerful connections, launching new enterprises and defining success on *your* terms.

That's what it takes to be a woman in business today. And at Bricker & Eckler we provide the business and legal resources that help you reach new heights.

So when you want to push the limits, look to Bricker & Eckler. Because the sky is *our* limit when it comes to helping you succeed.

1.877.925.OHIO (6446) | www.bricker.com



Bricker & Eckler
ATTORNEYS AT LAW

Columbus · Cincinnati-Dayton · Cleveland

Lack of an Easy Bake Oven, didn't keep entrepreneur

The owner of a meal-assembly business is hoping a new contract with The Ohio State University is a launching pad for success.

Touch of Gourmet, owned by a former corporate trainer and technology worker, offers meal-assembly services through which clients either come to the store and prepare their meals with company-provided food or take the food components home to prepare the meals.

The concept has become popular in recent years as busy homemakers find the service a way to save time and provide a tasteful meal for their families.

For Touch of Gourmet, however, owner Lisa Weaver feels the best business model is to expand into corporate markets.

"In doing my homework I found that the most successful (meal-assembly businesses) that I talked to had corporate accounts," said Weaver.

This summer she got her big break by finalizing a deal with OSU to provide meals to school employees who, if they order the healthy meals, can get credit toward the school's wellness program.

The agreement, which starts next month, came after more than a year of negotiating preceded by some nimble networking that included her babysitter.

A relationship with the babysitter's family ultimately led to contact with leadership at the OSU Medical Center.

"Then my sales hat went on and I called them every month," said Weaver, 39, who has worked in corporate sales.

But it's food, not sales, that is Weaver's passion, so combining her technical, sales and cooking backgrounds has led her in less than three years to grow to a company with seven employees.

"I literally cried when I couldn't get an Easy-Bake Oven.

My mother said, 'If you want to cook, use the real oven.' I made them the worst breakfasts for years," she recalls. "I've always loved cooking."

Even in her teens and early 20s she would organize dinner club get-togethers with friends.

After college, the business world came calling and Weaver until three years ago worked in corporate training and sales, where she had a strong background in computers, too.

Food, though, was never far from her heart and eventually she found herself at the helm of Touch of Gourmet.

"For me, personally, this is like a dream come true. I used to do this as a hobby out of my home, as a working mom," Weaver said. "I'd be talking to someone internationally and in the afternoon go cut up chicken."

Most of the meal-assembly businesses are franchises, but Weaver, who is health-conscious to the point of having run a marathon, said she was disappointed that the franchises had few healthy meal options.

"I wanted something with less sodium, less fat, so I started doing some homework," she said.

Despite getting no help financially from lenders or small business programs, Weaver used her own money and borrowed money to get the business up and running.

From the beginning she had a strategy of going beyond mothers as clients, even though that was the group that often attends meal-assembly sessions at the company's Hilliard location.

"The one thing I knew was that we weren't going to thrive on regular retail business. We had to solidify a big institution or corporate contract," said Weaver.

For the OSU deal, Touch of Gourmet will deliver the pre-mixed meals directly to campus at designated dates and

“ I consider myself an idea person, but you have to be able to follow through and you can't always do that in a corporate setting,” she said. “I'd rather have a cut in pay than have someone steal my idea.”

— Lisa Weaver

from a hot, new career

times where employees can pick up the meals.

The company has for a couple of years already been delivering meals downtown to clients.

While she didn't get her Easy Bake Oven as a child, Weaver's entrepreneurial spirit was likely cultivated during her upbringing, since her father operated an independent pharmacy in the Dayton area.

"I consider myself an idea person, but you have to be able to follow through and you can't always do that in a corporate setting," she said. "I'd rather have a cut in pay than have someone steal my idea."

Eventually Weaver got some guidance from Iris Cooper, director of the state's new Entrepreneurship and Small Business Division in the Ohio Department of Development.

"They told me about things like making sure I fill out paperwork to be a certified woman-owned business," she said.

Now she's hoping the deal with OSU leads to other corporate contracts with companies, or schools, big and small.

"When I think of the opportunities with wellness programs, it's amazing," Weaver said.

~ RICK ADAMCZAK

The Wonders of Technology -

In our annual Women in Business roundtable discussion, this year we look at the advantages of different types of technology — as well as the disadvantages — for working women. Our panel of attorneys also addresses employers' needs for technology guidelines in the office and during non-work hours, the problems in finding authoritative sources when using the Internet for research and differences brought about by technology for not only those of different generations, but also between the sexes.

Meet the Participants:

Yvette Cox - Bailey Cavalieri LLC

"I'm Yvette Cox and I'm a member of Bailey Cavalieri. I have been practicing for a number of years. My practice is rather diverse. I focus on transactional work for financial institutions, regulatory work for financial institutions, commercial litigation and bankruptcy and insolvency, corporate reorganization."

Susan DiMichele - Squire Sanders & Dempsey LLP

"I am Susan DiMichele and I am a partner in the labor and employment group of Squire, Sanders & Dempsey's Columbus office. I have been practicing law since 1995, always at Squire, Sanders."

Karen Hockstad - Shumaker, Loop & Kendrick LLP

"I'm Karen Hockstad. I'm a partner at Shumaker, Loop & Kendrick. I have been practicing law for 17 years. I practice in the areas of corporate, commercial litigation, tax and tax litigation. I represent a wide variety of closely held businesses all over the country and primarily in central Ohio."

Amy Ita - Barnes & Thornburg LLP

"I am Amy Ita and I have been practicing law for about eight years and am part of the newly opened Columbus office of Barnes & Thornburg. I practice in labor and employment law, representing employers in a variety of contexts; discrimination, harassment suits, collective actions, overtime actions and other issues."

Traci McGuire - Kegler, Brown, Hill & Ritter Co. LPA

"I'm Traci McGuire, and I am a director in the litigation department at Kegler, Brown, Hill & Ritter, and I have been there for a little over 10-and-a-half years. I do commercial litigation; I have spent a lot of time doing medical malpractice defense work, as well. At the moment, I work 80 percent of full time. I have a 15-month-old at home and another one on the way, and so I have my Mondays off."

Karen Smith - Bricker & Eckler LLP

"I'm Karen Smith. I'm a partner at Bricker & Eckler in the health care department. I have been a lawyer since 1991; I have been at Bricker since 1998. I do transactional health care work and focus on regulatory practice and issues and things like that."

Facilitator — Cindy Ludlow, editor of The Daily Reporter

Messages

Women in Business

Edit

Nov 13, 2009 3:19 PM

The Wonders of Technology -

making the working woman's life easier or keeping her tied to the office?

Meet the Participants:

Yvette Cox
Susan DiMichele
Karen Hockstad
Amy Ita
Traci McGuire
Karen Smith
Facilitator - Cindy Ludlow

Send

“ People find that frustrating because it’s such a technology world. They want to whip out an e-mail and they want you to whip out an answer just as fast, and it’s not that easy to do that. ”

— Karen Smith

LUDLOW: Today’s topic is the wonders of technology. How do you vote? Does it make your life easier, or does it make your life harder?

HOCKSTAD: I think that it’s wonderful in many respects because it allows us to multitask, it allows us to be in one place and still be able to pay attention to other matters that might be cropping up, which is just reality. On the other hand, I think that it’s really hard to turn the phone off, turn the BlackBerry off, ignore the beep when you get a new e-mail — and I think that allows us not to rest as much as we should.

COX: It interferes with the time to think about an issue and to really dedicate a block of time to one client’s single problem and focus. The joys of multitasking become the problems of multitasking. Often you’ll get to the end of a day, which for all of us is probably late in the evening, and you think, “What have I missed?” And that’s not so good.

DI MICKELE: Don’t you feel like, too, though, that clients today demand an answer right away?

HOCKSTAD: Yes.

DI MICKELE: Even if you’re in a meeting or a deposition, clients know that I have my BlackBerry. So if I get a question, even if my secretary tells them, “She’s in depositions all day,” or “She’s in a mediation that will go into the evening,” if I can take a break to go to the bathroom, they expect me to take a break to check my e-mail and call back.

COX: That’s good to be that available and good to be able to provide an answer, but often the best answer is not necessarily the one that’s the quickest answer because of the need to follow up and have dialogue with that client and really understand what the question is.

DI MICKELE: Right.

COX: We, as lawyers, see the question sometimes much larger than the client may see it, and they lose the benefit of that interaction sometimes by the demand for an immediate answer.

SMITH: If you’re gone for a couple of days, you can miss a question (in an e-mail). And then someone will call you and say, “Well, I sent you an e-mail on such-and-such a day.” It is difficult to get all the factors in. As everybody knows, as lawyers, our analysis changes with the facts... Often you have to actually pick up the phone and try to get

(Continued on Page 24)

more information before you can really give them a full answer. People find that frustrating because it's such a technology world. They want to whip out an e-mail and they want you to whip out an answer just as fast, and it's not that easy to do that.

MC GUIRE: A lot of times when you do pick up the phone, you can read somebody's emotion and their true intent and you learn, "Oh, this really isn't a emergency and you're OK if I don't get back to you until next week." They say, "Oh, yeah, didn't I say that in my e-mail," or "I'm sorry if I made it seem like it was so urgent."

You don't want to be the one that drops the ball for a client, particularly in today's economy when people have choices to take their work to other places if they were not feeling like they were being served properly. I think we underestimate the value of those personal phone calls at times.

COX: Sometimes I just give acknowledgment that I got the e-mail and I understand your question, but we need to talk.

MC GUIRE: Right. You can't answer it in a vacuum.

HOCKSTAD: I think this is the instant gratification generation now with this technology. Once somebody sends you an e-mail they expect that you've read it immediately. I think that what Yvette's saying is a good idea because, if you can, at least acknowledge it and say, "I'm in a meeting today and I'll call you tomorrow and discuss this further."

I find that a lot of my time is spent just trying to manage that relationship through the technology so that I can actually get to a point where I have a chunk of time to devote appropriately to the matter.

ITA: And I found that one of the other issues with technology is the expectation that you're available at all hours, not just during business hours, but in the evenings. You may have an in-house attorney who is reviewing a brief at 8 o'clock at night and wants you to respond quickly. With technology making life easier for us to work at home and to be able to respond to client needs at home, there's the expectation of that now.

DI MICKELE: When you were talking about the importance of still having a personal call, there is often a huge generational gap when new lawyers come into the practice now and they're so used to communicating by texting. Sometimes you have to say, "Hey, you know, you really need to call this client or you need to have a face-to-face," because sometimes in e-mail you read things the wrong way.

COX: That's an excellent point, though, because e-mail is a cold method of communication because it's quick and sometimes we don't choose our words carefully — and there's no warmth in the quick answer. That's not what any of us intend.

MC GUIRE: I find that as a litigator, I spend the majority of my day researching or writing — unless you're in court and you're orally arguing — and I enjoy that, but when part of your day is sucked up by crafting proper e-mails your creativity and artistic ability to be a good writer is, by the end of the day, kind of tapped and I feel like it's impeding on my work product in that sense.

Then by the time I go home, I'm so tired of sitting in front of a computer ... but if you've got online bills to pay or other personal e-mails to follow up on, I typically don't have the energy to do that. So it's just interesting how it kind of takes from other areas, as well.

ITA: One of the great lessons I learned, actually from Susan who was my mentor for years, was when I was working on a case and I thought I was being a very resourceful junior attorney, and I typed up this whole list of documents and demands that we needed from the client and was ready to send it off.

I sent it to Susan first for review and then she said, "You know what? With this long of a list, the way the client's going to respond to this, 'We just don't know.' It's better to call first, smooth it over, let them know what you need, and then follow up with an e-mail because when you send people a long list of demands in e-mail, it just doesn't go over as well."

COX: They don't want to read it.

ITA: No, they don't.

HOCKSTAD: The good news about e-mail, I think, is that before, we'd have to take notes and keep them in the file for our protection, for our client's protection, to make sure that everybody understood the chronology of the relationship and whatever transaction you're dealing with. At least now with e-mail, you have a paper trail that doesn't get lost, which is really nice. So that's a positive.

SMITH: One of the things I wanted to follow up on was a point you made, Susan, about the generational gap. I'm used to writing memos and letters, and I still put a lot of things in letters that other people may put in an e-mail, but I find some of the younger lawyers that I am working with that are so used to e-mail, they also miss a little bit of the analytical piece when they're trying to put everything in an e-mail. When you're forced to sit down and write a memo or a letter to somebody, you think through it a little better, I think, and put those steps together. It helps you learn and grow.

MC GUIRE: I think it sends another message, too, to the client. I mean, there's an e-mail with text in it; and to me, when I get an e-mail with an attachment, you've spent time and you've done something separate. It almost sends a message that you've put more time and effort to it than just here's a quick e-mail with my thoughts.

COX: They're both work products, but the one has the appearance of a work product that the clients like to see. That's a very good point.



Amy Ita and Karen Smith

You raised another point, and that's kind of the bad part of technology, because we all talk about trying to have balance in our personal and professional lives, which is important to being a good lawyer, as well as a good spouse or parent or whatever. I think the technology impinges upon us finding that balance, being able to determine what's critical and what isn't and putting it all aside for some amount of time when you can.

MC GUIRE: When I'm feeling overwhelmed, I work hard at being present in that moment. Whether it's right here, or at the office, or at home with a spouse, or with children, but I have to be mindful of that. Otherwise, you'll pick up the phone, you'll check the e-mail, and it's there and you can always do that. So much technology is an advantage and I think it makes things a lot easier, at the same time, you have to work harder at prioritizing the things that are going on at the moment.

HOCKSTAD: I agree. I got rid of my call waiting on my cell phone because it was so distracting and so stressful if I was on a call with one person and I knew that somebody else was calling in and I couldn't get to them right away. And oftentimes, if I am working on a major project or getting ready for trial, I'll go ahead and put my phone on do not disturb in the office and make sure that my e-mails are not popping up so that I'm not being distracted. Because that, to me, is the real stressor — seeing it and knowing.

Now, if I go back and look and I have 50 e-mails, I'm fine with that when I have the time to sit down and open them



Susan DiMickele and Karen Hockstad

and read them. When you're trying to constantly just manage it, I think that's the stressor, at least for me.

COX: At the end of the day, you haven't accomplished the projects that you still have to do.

HOCKSTAD: Exactly. You have to do those at night or early in the morning. I like to get up at 5 in the morning and make a pot of coffee and do my major projects there because nobody's calling, nobody's e-mailing. It's kind of nice.

COX: I have some colleagues, at least a couple around

“ When I'm feeling overwhelmed, I work hard at being present in that moment. Whether it's right here, or at the office, or at home with a spouse, or with children, but I have to be mindful of that. Otherwise, you'll pick up the phone, you'll check the e-mail, and it's there and you can always do that. So much technology is an advantage and I think it makes things a lot easier, at the same time, you have to work harder at prioritizing the things that are going on at the moment. ”

— Traci McGuire

town, that have self-imposed rules that they'll take no calls for some period of time every day. And I'm not strong enough to do that, but I think it's a good idea.

MC GUIRE: You hear a lot of people trying things like that and doing what you're talking about, turning things off so they can't be disturbed. I find, oddly enough, that

“ I have remote desktop access if I want to pull up a document, God forbid, and work on it at midnight, then I can and not have to go into the office on a Saturday or Sunday so much as I did before. So you can avoid the travel and you can work at odd times. If we have the choice of being at a desk at home or in the office working, I think we’d choose the desk at home at late hours and weekends — time to be with children and with family and kind of wedge it in, and play on your weekend and actually have a weekend. ”

— Yvette Cox



Karen Hockstad



Yvette Cox and Amy Ita

(Continued from Page 25)

sometimes other lawyers are the most understanding because they’re probably just as tied up.

HOCKSTAD: I was thinking about, too, what you were talking about, Karen, and you too, Susan, with the younger attorneys now. I actually, in anticipation of this, had pulled some articles and read them.

There was a speech that was given to, I think, the American Bar Association, the technology section, talking about the fact that these younger associates don’t expect to have to work 70 hours a week in their first few years because they’ve got this technology and they’re used to everything being so streamlined and efficient. They’re not going to stay at the bigger firms where those bigger hours are required because they have the technology to go accomplish all the same things that used to be offered at the bigger firms.

I don’t know if that’s true or not. I haven’t seen it in our office. I don’t know if you’ve experienced that.

DI MICKELE: I think there is a certain level of impatience, for lack of a better word, that comes with being in a generation where everything is just instantaneous. It’s quick information, fast food, social networking... So when you have to do a document production or read a stack of cases, just that discipline, I think, is tough.

On the flip side, I’ve been reading a lot about what the future of law is potentially going to look like. I don’t know if any of you have read the book “The End of Lawyers?” by Richard Susskind.

COX: Wouldn’t be a title that would be attractive to most of us. (Laughter.)

DI MICKELE: Well, it is a fascinating book. I didn’t think so either, when I was asked to read it, but it is a fascinating book, and it’s really changed the way that I’ve looked at technology. I’ve traditionally been one of those people who has let other people figure out technology; I’m too busy for it. Let the young associates tell me what I have to do. I don’t even remember what my Lexis password is. I haven’t done electronic research in 10 years. It’s true.

Now I’m starting to see the people who really understand and master technology, I believe in as soon as five years, but definitely 10, they are going to be leading the legal world. I think it’s going to change because I don’t think clients are going to continue to pay us by the hour.

HOCKSTAD: I agree with you there.

COX: Right.

DI MICKELE: So I think that that mindset of just instantaneous work product, not paying for the thoughtful deliberations, is going to continue into the way our clients value us.

I do think, though, there is a place for the thoughtful, well-reasoned legal advice. I don’t think that’s completely going away, but I’ll tell you what, I think that technology is really going to change the practice of law in the next 10 years.

HOCKSTAD: In our firm, we have databases set up already — like in our copyright and trademark area — because clients want to know at every step of the process where things are. We have a database and spent a lot of money on technology to allow them access to it. I think you’ll see more and more of that kind of partnering going on in the future, too, where it eliminates the need for the billable hour because you don’t need to have the interaction with them, necessarily, to give them a status report; they can just go see it themselves.

DI MICKELE: Right.

LUDLOW: Before our discussion, Traci brought up an interesting point, and if I’m wrong with my interpretation, let me know: Do you think technology benefits the working woman more than it benefits the working man?

MC GUIRE: When you think about women, who are good multitaskers — not to suggest that men can’t or don’t, but women are particularly good at it — does that mean that, as a result, technology benefits us more? Maybe it hinders us more. I don’t know. I was just wondering.

HOCKSTAD: I think it puts more on our plate.

COX: I think that’s a good question. I don’t know that I particularly have an answer. I find that it’s a convenience from the standpoint of what I have to carry home to work from home. I have remote desktop access if I want to pull up a document, God forbid, and work on it at midnight, then I can and not have to go into the office on a Saturday or Sunday so much as I did before. So you can avoid the travel and you can work at odd times. If we have the choice of being at a desk at home or in the office working, I think we’d choose the desk at home at late hours and weekends — time to be with children and with family and kind of wedge it in, and play on your weekend and actually have a weekend.

MC GUIRE: I was thinking of it in terms -- this is just an example, again, I don’t really have an opinion about it -- but take for example, a woman works from home one day of the week because she can, not every week, but she chooses to for whatever reason.

When a man does the same thing, works from home, is the woman facing greater disadvantages by not being in the office and being seen vs. the male who is at home working? Do people make the same types of assumptions?

Again, I just was thinking about those types of different situations where men and women are doing the same things as a result of what technology allows us to do. Are the

perceptions that result the same? I don’t know.

LUDLOW: Do you think it’s more likely that people assume the woman’s goofing off?

HOCKSTAD: Taking care of kids.

LUDLOW: Housework?

DI MICKELE: I think that’s absolutely the assumption. I am a big proponent of technology and agree with a lot of things that have been said, but I do think that, as a woman who, in my case, has young children, I don’t want people to have the perception and have additional bias that I’m distracted by everything I have going on at home.

So, if anything, I think I try to err on the side of being in the office when I can, well, for a couple of reasons. One is — and I’m talking about during working hours. As my children have gotten older, I’ve noticed that when I work at home, I’m a worse mother because mentally and emotionally they need my attention. It’s one thing when I had a baby napping or a child who doesn’t really notice that you’re not paying attention and you’re just holding him.

I have really noticed that when I try to work at home and my kids are there, they come to me and I can’t give them attention and that really hurts them. It’s easier for them to say, “OK, mom’s working, and she’ll be back,” even if it’s on a weekend.

Sometimes I’ll go to a coffee shop or I’ll tell my husband, “Just don’t tell them I’m here. I’m going to go upstairs and work,” so it’s hard to compartmentalize. I think as women, we can and do multitask, and that’s more of my nature to have all these things going on at once — have the soup going, be carrying a kid, being on the phone... It takes discipline to do one thing at a time, and I think that’s when we do things well. So I don’t know if it’s a blessing or a curse.

I also think there is a perception. In fact, one of my friends was just telling me she was at home because the cable guy was coming, and she has small kids, and she was on the phone with a colleague and said, “Oh, I’m just working from home this morning.”

She said the next day, she was talking to him. He said something like, “Oh, are you working from home again?” and she thought, “I never work from home. He probably assumes I’m at home, goofing off or taking care of my kids.” She said after he said it, he caught himself and you could tell he kind of felt bad about it.

I do think that there is a perception, some of it’s unintentional, that women who are taking off to work outside the office are doing so because their kids are sick.

HOCKSTAD: And, ironically, oftentimes I get more done if I work from home.

SMITH: Yes. Particularly if I plan to work from home and I’ve taken everything home and get up at 5 o’clock. It’s amazing how much you can get done.

(Continued on Page 28)

I had a broken foot once and worked from home for probably a month — and probably was able to get more done in that month because I could just get up and I would sit at the computer, and by 3:30, 4 o'clock, I had completed what I would it normally take me until 6 o'clock if I were sitting in the office. So you can really accomplish a lot.

Now, I have a small child at home, and as she's getting older, it's much more difficult for me because she wants me to play games with her. She thinks I'm there to entertain her when I'm there.

DI MICKELE: Right.

SMITH: I really don't work at home unless I absolutely need to. And then I like to have a babysitter for my daughter or they can take her somewhere and I can work at home.

I make that choice because I want to be in the office. I had people who would come and say, "Now, what?" — because I adopted a little girl. They said, "What's going to happen to you now that you have a child? Are you going to still work full time?"

I think we're sensitive to the fact that there is a perception. I probably could take one day out of the week and work from home that day, but I don't do that because even though I think I could probably bill the same number of hours, accomplish the same things that I need to do, I don't do that because of what I think the perception would be.

MC GUIRE: I think so much, too, of our interoffice communication now is by e-mail that it's important that you're seen in the office, not just to be seen, but to have some personal interaction with your colleagues, particularly if they're the type of people who are feeding you work or you're helping them work on a case. I think that kind of stuff is also important.

HOCKSTAD: I agree.

LUDLOW: Now, do you think these perceptions hurt your chances of advancement within firms —not necessarily you all in particular, but does it hurt the woman's chance if a woman's taking advantage of all this technology and working from home more? Is she endangering her professional career?

HOCKSTAD: I'll let the labor lawyers answer that one. There are many men in my office who work from home one day a week or something, if they're traveling a lot for depositions ...

LUDLOW: Is the equality there? Again, is that looked at the same way?

HOCKSTAD: I don't know.

ITA: It's tough. What's the quintessential lawyer answer? It depends. It depends on who you work with.

DI MICKELE: Yeah.

COX: Exactly.

DI MICKELE: I think that it's acceptable and it's

promoted that women can have reduced hours, at least in our firm, and still make partner, not be passed over for opportunities. In reality, does it still happen? Sure, it does. I think Amy's point is well taken: It depends. I think, too, that the best advice we can give our female lawyers is just be responsive and do excellent work. Because at the end of the day, that's what's going to win over everyone.

MC GUIRE: That's what carries the day.

DI MICKELE: That's what our clients want. Most clients don't care if you're in your pajamas reading a brief, or if you're on the phone with the dogs barking in the background. You just push that mute button, you know?

SMITH: And I think it is becoming more and more acceptable. We have several partners who actually have homes in other states and spend a lot more time away from work. Technology is great because you can dial their four-digit number as though they're in the office and they pick up their phone wherever they are. A lot of clients have no idea that they are sitting in another state for that week. So, I think with those advances in technology, it's becoming more and more acceptable to do that.

HOCKSTAD: I have clients all over the country and they never know if I'm sitting behind my desk or in northern Michigan on vacation.

SMITH: Right. Now, the one thing I hate about that is I love my vacations without technology. Coming from a health-care background, I worked with a group of physicians at one time. I had worked as a lawyer, then I left and went to work for the physician group, and then came back to practicing law.

When I was with the physician group, I was on vacation, calling in every day. The second day I did that, one of the doctors got on the phone and said, "You're on vacation. I don't want to hear from you until next Monday," and hung up the phone.

DI MICKELE: That's great.

COX: You'll never hear that at a law firm.

SMITH: No, you'll never hear that. In fact, I was watching a TV show and it was about extreme occupations and it was on trial lawyers. It had to do with the hours and the technology and the fact that you're always on.

HOCKSTAD: Everything moves so fast. If you don't check in and you go on a week's vacation, you feel like you've missed six months worth of development. It just moves so fast.

SMITH: It does. It's amazing.

LUDLOW: Keeping with the theme of the profession, does technology today even the playing field between the big firms and the little firms, or the big firms and the solo practitioners?

MC GUIRE: I think at some level, it still comes down to the quality of your work product. I think there are some old-school corporate-type clients that like a traditional large law

Clockwise from bottom right:
Traci McGuire (back to camera), Susan DiMickele (back to camera), Karen Hockstad, Cindy Ludlow, court reporter, Yvette Cox, Amy Ita and Karen Smith.



Traci McGuire

“ I think LinkedIn is very helpful just to get your name out there and continue to network. I think it all boils down to the same things we've been talking about all along, which is you have to multitask. Nobody has time to talk on the phone for a half hour socially anymore; you're too busy trying to handle all sorts of different things at one time. ”

— Karen Hockstad

firm for all the resources it can offer, but I also think there are clients of all different sizes that are willing to shop around for the best prices for the services they're getting. If that's a one-person shop or a boutique firm, I think clients are willing to explore that more so now than they were 10 years ago.

LUDLOW: Do you think clients feel a little more secure knowing that the small firm has ways to better investigate, research the material needed for their cases, whereas a small firm at one time might not have had enough resources to do the research?

HOCKSTAD: Well, I do think that even with technology, there's still a difference between the small and large law firms because of the cost. Technology is still very expensive, and particularly converting from an older system to a newer, more efficient technological system is very expensive.

So for smaller firms that are trying to keep their overhead low and they have a smaller profit margin, that's a harder thing to achieve. You have to figure out which technologies are necessary and which ones are fluff. I mean, you can see big-screen TVs, flat screens and HD have all come down in price and come down in size as far as being so ultra thin. The same thing happens with the other technologies, so a lot of smaller firms might have to wait for that price point to fall.

LUDLOW: That makes sense.

COX: I am privileged to work with a lot of institutions and lawyers in smaller locations population-wise. They view the workplace differently than we do; they use technology differently than we do. It's not unusual that in an initial working relationship with a lawyer in a smaller community, I'll send an e-mail then call and say, "I sent you an e-mail." That way, I

(Continued on Page 30)

know it will be tended to. We joke and say, “All I’m asking you to do is to read your e-mails once a day.” But that’s OK because they have a different type of practice. We sometimes become a little jaded and think that all the world works the way we do, and that’s not the case. So I think there’s some benefit of adjusting our thinking and understanding that we have a diverse group of clients.

LUDLOW: Let’s talk a little bit about the social media; the Twitters, the Facebooks, the MySpaces. Do you all personally use or professionally use these sites, and do you see value in it, or do you avoid it for a particular reason?

HOCKSTAD: I use Facebook socially; I use LinkedIn professionally. I think Facebook is great because you can share photos and just kind of keep up with your friends and family because everybody is scattered all over the country now. So it’s really nice to be able to just get on there and IM with somebody or look at somebody’s photos.

I think LinkedIn is very helpful just to get your name out there and continue to network. I think it all boils down to the same things we’ve been talking about all along, which is you have to multitask. Nobody has time to talk on the phone for a half hour socially anymore; you’re too busy trying to handle all sorts of different things at one time.

COX: Do you find you even want to talk on the phone?

HOCKSTAD: No. I’m exhausted.

SMITH: No, I don’t.

COX: Have you ever gone home and unplugged it?

SMITH: I don’t answer my phone at night hardly. My friends and family know that and they give me a really hard time, but I’m like, “If you really want me to listen to your message, call work and leave a voicemail,” because I religiously listen to my messages at work. I actually took my answering machine off at home because I don’t want anybody to call me there. I never answer it.

I use Facebook a little bit; I’m not very good at it. I have connected with some friends from high school that I probably haven’t seen or talked to for 20 years and we’ve kind of found each other on Facebook a little bit. I do very little of that, but I tried that. I tried Twitter, but honestly, I don’t understand Twitter, I have to admit. I think that might be an age thing.

SMITH: I do LinkedIn, as well, professionally.

ITA: I was one of the last people I think I know to do Facebook and I just had so much trouble getting into it, but I finally did. What I found was great was that you could reconnect with people you went to high school with and learn what they are doing. Let’s face it, we’re all looking to develop business. The more people who know about you and that you’re out there, that may end up helping later on as far as developing business. It’s great to be able to reconnect with people that you’ve lost touch with and it’s easy to do.

MC GUIRE: I agree. I was one of the last to join as well — or at least I thought I was. I second the things that you’ve said and you’ve said it well, but it also requires discipline because you can find yourself 12 pages removed, looking at pictures of people that you don’t even know if you don’t hone in and focus.

LUDLOW: Doesn’t it worry you a little bit what people see? Because I am notorious for looking people up and if I can’t find them, if their profiles are private, that’s OK because I still on my search will see four or five or six friends. So, fine, I go look up the friends and see what it tells me, because you learn a lot about people from their friends. I personally don’t want that information shared.

MC GUIRE: People have to be smart about it and you have to be aware of what privacy protections within the program itself are available and that you’re either using them properly or aware of what they are so that you know what can be put out there about you.

I think you are not alone. I think employers nowadays are looking up candidates and making decisions based on things that they see. I think the younger generation is still learning that what they put -- I mean, they’ve been putting information about themselves out there nearly since the day they were born because they have had the ability to do that.



LUDLOW: Sure.

MC GUIRE: I didn’t grow up that way, so it makes sense to me to be cautious about things that I put out there for the public to see. Younger generations, I think they’re learning the hard way to have to be judicious with what they decide to share with, literally, the rest of the world.

DI MICKELE: I’m a big proponent of social media and that did not happen overnight. At first, I just saw it more as a social network and did Facebook for fun. Still, I have not used it professionally, except for a few clients and friends. I remember when my first client friended me on Facebook, I thought, “Do I really want to do this? Do I want, in this case,

“ I had a bunch of my college friends bugging me last year, “Oh, you’ve got to get on Facebook because it’s the only way we’re all going to stay in touch.” I have definitely come around to the belief that social networking is going to be a means of professional communication. ”

— Susan DiMickele

this gentleman to see my world?” Because that was not my intention at all when I started.

I had a bunch of my college friends bugging me last year, “Oh, you’ve got to get on Facebook because it’s the only way we’re all going to stay in touch.” I have definitely come around to the belief that social networking is going to be a means of professional communication.

LUDLOW: You said you had a client who wanted you to friend him. What if you had said no? You didn’t have an option really, did you?

DI MICKELE: That’s true. That’s true. I could have ignored him, but what would that have said about our client relationship?

LUDLOW: I think that’s one of the things that I see wrong with Facebook.

DI MICKELE: Yeah.

LUDLOW: People you don’t necessarily want in your world, you can’t leave them out and still be a nice person.

DI MICKELE: I’m not going to put anything up there that is questionable, because I’m like you, I’m going to be more conservative and not put things up on my wall.

HOCKSTAD: Don’t you have some crazy friends, like me?

DI MICKELE: My father has already started his political views. So, yeah, it’s quite interesting.

HOCKSTAD: You can put a little note on your wall, a disclaimer.

LUDLOW: “Father’s views do not necessarily reflect...”, that kind of thing.

DI MICKELE: Yeah. Yeah.

LUDLOW: Now, along this same line, what do you all think of blogs, legally and professionally? Should employers have their employees avoid those at all costs? Are professional blogs fine? My take on it is that it’s unauthorized commentary that appears to be coming from the company if it’s a company blog.

DI MICKELE: Yeah. I think you need to have a policy. You need to tell your employees: If you’re going to blog and it relates to your work, then it needs to be approved by the company. If it’s not, then we don’t endorse it, and you’re not authorized to say anything about this workplace without our consent.



Facing camera, from left, Traci McGuire and Susan DiMickele

(Continued from Page 31)

I do, though, on the flip side, think blogs are good tools. I think legal blogs are great. There's a couple that I follow that, frankly, I think are pretty impressive. I think we'll see more of that. I think having a policy and owning your content, if you're going to have folks blogging out there who are from your company or speak for your company, is really important.

LUDLOW: What if they're not officially speaking for your company? What if they're just on a social site and have their own little blog going and happen to talk about your company?

DI MICKELE: I think there are potential legal issues. I mean, if that person is an officer of your company or is in a position of management, things could bind the company, things could be discovered in litigation. So I think having a policy is important and letting it be known that we don't authorize communication about the company unless it's approved.

ITA: It's just very dangerous because an employee may inadvertently share some client information. I mean, just to have a policy that covers those types of issues that "our company information is confidential information" has to be out there.

MC GUIRE: Certainly, if that employee is either blogging at work or with a work computer at home, the employer certainly has a right to institute whatever policies are necessary to protect that content, even if it's personal. As long as an employee knows what their expectation of privacy is or isn't, then the employer can put that into their policies, whatever they see fit.

HOCKSTAD: It's also good for the employer because if they ever end up terminating one of those employees, the company owns all of that information, so there's no privilege anymore. Even if the blog or the e-mail that was sent regarding it was sent to the person's attorney, employees don't realize that none of that is their own; it's the company's.

LUDLOW: Again, all this is supposed to be in a company handbook, right?

HOCKSTAD: Correct.

ITA: Yes.

DI MICKELE: Absolutely.

LUDLOW: If it's not, is it still legal, that the company still owns the e-mails, for instance?

HOCKSTAD: Yeah. But it's more arguable then.

DI MICKELE: Amy's classic answer, it depends.

HOCKSTAD: That is a good answer.

ITA: That's why I use it all the time.

DI MICKELE: It is. There are cases going both ways on those issues.

LUDLOW: Generally, what kind of information would

you all say should be included in the employer's policies for use of technology in the office, use of technology outside of the office as one of you said something about the laptops outside of the office. Are there any things, any specific suggestions you would make that you feel are overlooked in most handbooks?

MC GUIRE: I think an employer needs to first kind of take stock of what they want to protect. I mean, arguably, an employer could write a policy that covers any type of electronic media that exists that their employees use at any time at all, whether they're using it for personal use or not. I don't think that that's going to always be the best policy, that broad. It's going to be hard to enforce, hard to keep track of.

So you've kind of got to think as an employer, "What do I

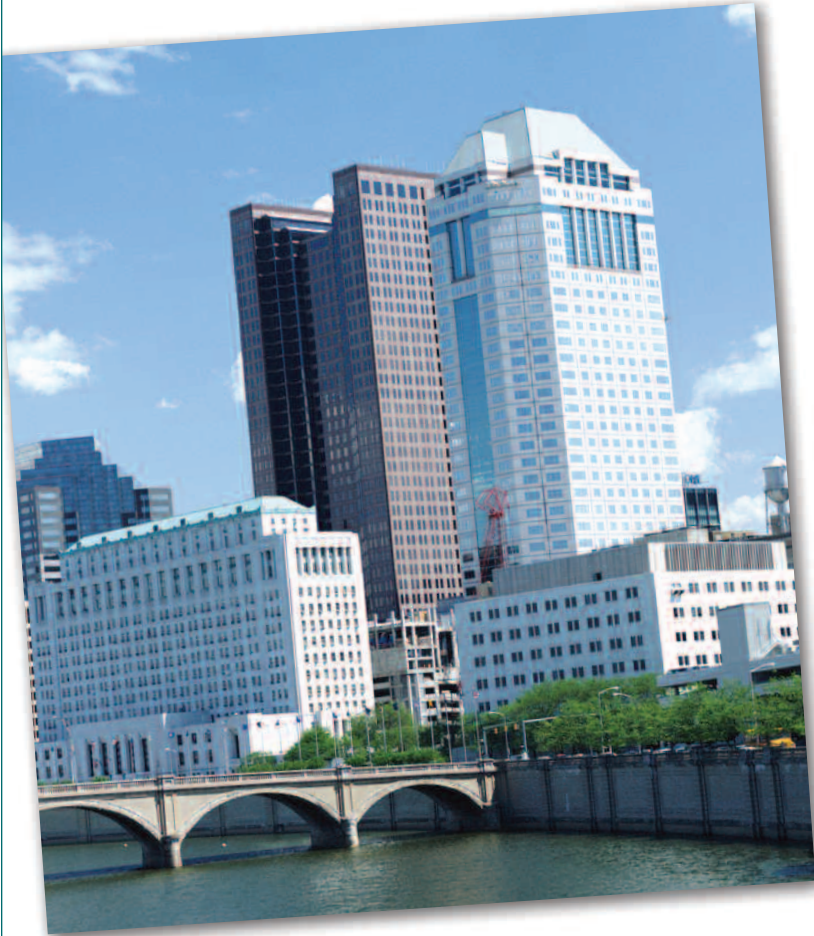


really want to protect? What's really important to me? What's my business about?" And then step back from there and say, "OK, what is realistic that we want to have a policy about?"

Take traveling salespeople, for example. If the company provides their cell phones, maybe for safety reasons, you want to have a policy about the use of that cell phone while driving or texting or something. That may be more important to that type of company than a company doesn't have traveling salespeople. So once you take stock of things, then you can work backward and design your policies.

I think the second step is to think about what are you realistically going to monitor. You can tell employees anything you want, "Here's what we're going to do," but if you don't really do it, eventually that could come back to get you in the end. Because Employee A has a situation arise where you handle it one way, and then down the road there's

(Continued on Page 34)



Squire Sanders — Leading the Way in Central Ohio

At Squire Sanders we see clear skies, not glass ceilings. Our firm has been deeply enriched by women in top leadership positions, as have our clients and the communities in which we live and work.

Making a difference in Central Ohio:

Laing P. Akers	Susan M. DiMichele	Greta M. Kearns	Erica L. Preston	Pamela H. Thurston
Tara A. Aschenbrand	Stephanie T.G. Duffy	Jill S. Kirila	Kristin E. Richner	Rebekah M. VanDrake
Shannon K. Benton	Roberta L. Fisher	Aneca E. Lasley	Emily E. Root	Karen A. Winters
Kristen M. Blankley	Jessica D. Goldman	Kelly A. Leahy	Kendra S. Sherman	
Philomena M. Dane	Kristin J. Harlow	Traci L. Martinez	Julie B. Smith	
Mary C. Daugherty	Holly H. Heer	Mary C. Mertz	Heather L. Stutz	
Jessica E. DeMonte	Meghan E. Hill	Abigail M. Muszynski	Katrina M. Thompson	

2000 Huntington Center • 41 South High Street • Columbus • 614.365.2700

32 OFFICES | 15 COUNTRIES

SQUIRE
SANDERS | LEGAL
COUNSEL
WORLDWIDE

CINCINNATI • CLEVELAND • COLUMBUS • HOUSTON • LOS ANGELES • MIAMI • NEW YORK • PALO ALTO • PHOENIX • SAN FRANCISCO • TALLAHASSEE • TAMPA • TYSONS CORNER • WASHINGTON DC
WEST PALM BEACH | BOGOTÁ+ • BUENOS AIRES+ • CARACAS • LA PAZ+ • LIMA+ • PANAMÁ+ • RIO DE JANEIRO • SANTIAGO+ • SANTO DOMINGO • SÃO PAULO | BRATISLAVA • BRUSSELS
BUCHAREST+ • BUDAPEST • DUBLIN+ • FRANKFURT • KYIV • LONDON • MOSCOW • PRAGUE • RIYADH+ • WARSAW | BEIJING • HONG KONG • SHANGHAI • TOKYO | +INDEPENDENT NETWORK FIRM
SQUIRE, SANDERS & DEMPSEY L.L.P. WWW.SSD.COM

a similar situation, but you have no consistency because you haven't really monitored it in the way that your policy says. So although there's lots you can cover, I think you have to hone in on what's going to be really important to the business.

ITA: To echo a little bit of what Traci said, you have to be practical about it. Telling your employees you are never to use e-mail outside of business purposes, you are never to look at Facebook on the company computer, that's just not going to happen. So you have to consider what's practical about it.

I read an article that said that doing social networking and doing Facebooking is similar to, like, water cooler talk back in the day. And so is it something that's so bad for an employee to spend five minutes on Facebook? You just have to be practical about it.



Yvette Cox

HOCKSTAD: You can't just spend five minutes. That's the problem.

DI MICKELE: I just saw a statistic that I wanted to bring. It was a recent study conducted by Nucleus Research. Sixty-one percent of all employees access their Facebook profiles at work, it said while the length of time that they're plugged in varies from one to 120 minutes per day. Employers lose an average of 15 minutes of productivity per day from each social networking employee.

MC GUIRE: Wow.

DI MICKELE: Okay. But in another study, employees who surf the Internet at work, including accessing Facebook and YouTube, are nine percent more productive than non-Internet-surfing counterparts. Is that interesting?

SMITH: That is.

DI MICKELE: I thought that was.

SMITH: Get a little fix and move on.

HOCKSTAD: They feel refreshed.

LUDLOW: After two hours of Facebook, they should.

MC GUIRE: I remember when using the Internet was first a big thing in the workplace and the discussion every year around Christmastime was whether people were going to get caught shopping online. Just think, we've come a long way from that.

LUDLOW: We'll try to wind things up here. Tell me about your favorites in terms of techie tools. What do you all have that you just can't live without?

ITA: I'll be old school about it. I really like my Dictaphone and I just dock it and it automatically shows up on my assistant's computer. I mean, that's old school, but I really can't live without my Dictaphone.

COX: I would agree that that's pretty high on the list. It's a lot safer than a cell phone while you're driving. I still dictate my time.

DI MICKELE: I do it, too.

COX: I'm relatively facile in creating a document, but that's not how I want to spend my time. I think better when dictating it and handing it to somebody else to produce the actual physical document. I started out years ago in journalism, so I can do that; it's just not something that I enjoy. And my iPhone. I love my iPhone.

SMITH: Remote access. With having a child and just having the ability that if she's sick, I can actually get some things done. And I do. I am one of those people that at midnight and 1 o'clock in the morning sometimes, I'm working on a document. Just having the ability to do that — I mean, I remember the day when you carried the little disk, floppy disk at that time, back and forth, and then you would have different versions floating around and all that. So to me, remote access is what helps me the most.

MC GUIRE: I would have to say e-mail, but not for its primary purpose of communication. I think we kind of exhausted the pros and cons of that. I also use it as a memory tool. I write notes to the file then I just type it out, send it to my secretary, it's in there, and I don't have to hand write it. It's amazing, you can have conversations or contacts not that long ago and they are gone from the brain.

It's a real quick, easy way to document things and get it there so that when you need to pull a random reference — when you're interrupted and you're working on case A, but the thought pops in your head for case B because the research overlaps — you can remember that instead of saying, "Gosh, I wish I would have written that down."

LUDLOW: That's a good thought.

DI MICKELE: I would say of all of the tools that I have, I couldn't live without my BlackBerry because e-mail is such a primary means of communication for me with colleagues and clients. I do try to leave the office by a reasonable time every night and e-mail usually continues for a couple of hours after that, either because the people I am working with



“ I read an article that said that doing social networking and doing Facebooking is similar to, like, water cooler talk back in the day. And so is it something that's so bad for an employee to spend five minutes on Facebook? You just have to be practical about it. ”

— Amy Ita

are working later or because I'm working with people in different time zones.

So when I get home at 5:30 on a good night, I'm not able to get on my laptop again until 9 o'clock usually at the earliest, but at least if I have that, I can live in two worlds for a while and know if there's something really urgent that I need to respond to. And then in most cases, I can put it aside until I can get back to it and give that attention to my children.

HOCKSTAD: I would have to agree with the BlackBerry for all the reasons Susan has already stated, but also because there are other things that are really handy. Like if you're traveling to a client and you don't know where you're going ... you can access the Internet and get directions. It has its own nav system within the BlackBerry. Also, you can get on the Internet and do quick research if you need to. It's always notifying you about your e-mails. I use it as my alarm clock. It has so many tools with it that make your whole life more efficient. If you are late, you can call somebody if you need to. If you're out of the office, you can sit and —

MC GUIRE: Play Tetris.

(Laughter.)

HOCKSTAD: That, too.

COX: I'm still waiting for the technology that will clean my office and organize it. That would be nice.

LUDLOW: Is there any tool or, again, type of technology, that just makes your life miserable and that you really could do without?

HOCKSTAD: BlackBerry. No, I'm just kidding.

MC GUIRE: The one thing that comes to mind for me for, all of them, is there's such instant access to information that sometimes we forget that information may not be accurate.

LUDLOW: Yes.

MC GUIRE: I think we forget to look at the source where it comes from. When you're doing legal research, there is a system of what is the highest level of authority

When it comes to your business needs, experience Shumaker.



Jenifer A. Belt
Co-Chair,
Professional
Development
Committee



Jennifer B. Compton
Co-Chair
Marketing
Committee



Mary Li Creasy
Co-Administrator,
Employment and
Labor Practice



Cheryl L. Gordon
Co-Administrator,
Trust and Estate
Administration
Practice



Karen S. Hockstad
Partner, Corporate,
Tax and Litigation
Practices



Mary Ellen Pisanelli
Administrator, REIT
Practice



Jan Walters Pitchford
Co-Administrator,
Real Estate Practice

Our attorneys are able to draw upon the firm's extensive depth and breadth of experience to effectively and efficiently handle the creation, transition, and protection of your business and its assets by providing a creative, cutting-edge approach to business, taxation, intellectual property, business litigation, and estate and succession planning suitable for you and your business in today's environment.

With 215 attorneys and offices in five major cities, Shumaker provides comprehensive legal resources and experience to Ohio's business community.

SHUMAKER

Shumaker, Loop & Kendrick, LLP

www.slk-law.com | 614.463.9441

COLUMBUS | TOLEDO | TAMPA | CHARLOTTE | SARASOTA

(Continued from Page 35)

and what is controlling. That system doesn't exist when you're on Google, whether you're looking at legal authority or just looking up information about the state of Ohio or something.

So people, myself included, read something and automatically accept it as true. I think that's an inherent danger in having immediate access to all this information and sometimes it gets easily overlooked.

LUDLOW: I agree 100 percent. My staff does a lot of research on the Internet and that is something that is a preached topic. It's very true that you have to pay a lot of attention to the information you're gathering.

HOCKSTAD: Right. That's my concern about blogs, is you have to really be aware of who's writing them and whether they really know what they're talking about.

COX: Whether it's just ego ...

LUDLOW: Rumor, gossip ...

HOCKSTAD: Agenda ...



MC GUIRE: I mean, when I was younger, I wrote book reports from the encyclopedia because that was the most authoritative thing I was aware of. And now, I don't think you would walk in anywhere and see a set of encyclopedias. There's no automatic hierarchy of "this is the source that's the most reliable" for a lot of the things that people look up on a regular basis.

LUDLOW: That's true. Does anyone have anything else they'd like to address?

HOCKSTAD: I have a question.

LUDLOW: All right.

HOCKSTAD: Do any of your firms have a dedicated staff just to electronic discovery?

MC GUIRE: Oh, just to electronic discovery. I think our IT staff focuses on it — we have a couple lawyers that are dedicated to it.

HOCKSTAD: They're saying there are whole programs now just dedicated to electronic discovery in paralegal schools.

COX: We have a partner, who if you get an electronic discovery request, that's part of his responsibility to supervise that.

ITA: We have a team of staff members that help process and store and manage all of our electronic discovery.

LUDLOW: Are there other new jobs that are emerging in your field because of technology?

HOCKSTAD: I would say yes, absolutely. I think all of our IT departments are huge. I can't even tell you how many IT people we have across our offices.

LUDLOW: Doing what? Building Web sites? Doing research?

HOCKSTAD: Yeah. They're constantly looking at the document management system, upgrading servers, making sure all the offices are interconnected properly, phone systems, the BlackBerrys... We get at least one e-

mail a day from our IT director on one of the offices and some upgrade or downtime in the evening or what have you. It's just huge; crazy.

LUDLOW: Well, as we end, here's a fun question for you: If you could wave a magic wand and create a gadget to make your life easier, what would it be?

HOCKSTAD: One to clean your office.

COX: Yeah.

LUDLOW: What would you want?

DI MICKELE: I have an idea. I would like a wand that could go through my e-mails and prioritize them in order of most important.

HOCKSTAD: Most pressing.

DI MICKELE: Yeah, most pressing. After a long day when there's 70 e-mails I haven't been through — it's so hard to do that on the BlackBerry.

SMITH: I want to get rid of paper and have something that automatically electronically files. I want it to read my brain and know where to go put it, so that when I want to look for it six weeks later, I'll know where to go get it.

I have e-mails in my inbox that I need to move over to someplace electronically so I don't get rid of them, but then I've got to figure out where. I always say I'm organized in my head, but I am not an organized paper person.

LUDLOW: We've covered a lot. I want to thank you for participating and hopefully we've provided some insight to our readers.

REAL ESTATE APPRAISAL AND CONSULTING

- Bankruptcy
- Divorce
- Probate
- Tax Appeals
- Expert Testimony
- Electronic Case Filing

Residential & Commercial Services



www.stickelman.com
Phone: 614-458-1185
Fax: 866-457-9901



ESTATE GROUP™ of Ohio, Ltd.

The Only Estate Settlement and Downsizing
Company in Central Ohio.

Estate-Tag Sales • Assist with Auctions
Organizing • Donations • Trash Removal
Appraisals • Purchase Real Estate • Pack and Move

614-844-4406

www.estate-group.com

666 High St, Suite #203, Worthington, OH 43085



TransCounty
Title Agency
614.799.2464

www.tcountytitle.com

Residential • Commercial • Lender Services

ARMSTRONG & OKEY INC

Nation's Oldest Firm Since 1888

COURT REPORTING SERVICE

Professional Reporters & Video Services
Real Time Reporters • Free Deposition Suites

• Free Diskettes and Condensed Transcripts with
orders using RealLegal® e-Transcripts and
ASCII disks

• Real-time Reporting using Litigation support
software

• Daily Copy

• Complete Video Services, Video streaming and
Transcript Synchronization

• Complete Video Production,
Duplication and Editing Services

222 E. Town Street,
Columbus
614-224-9481



Real Estate Brokerage • Real Estate Development

REAL ESTATE BROKERAGE

Development Land & Farms

Commercial Real Estate

Retail • Multi-Family

REAL ESTATE DEVELOPMENT

Consultants

Construction Management

Site Selection • Estate • Workouts



LARRY CLARKE

1335 Dublin Rd., Suite 201D, Columbus, OH 43215
614-228-0027/1-888-309-3595
(fax) 614-487-8404
lclarke@corum-realestate.com
www.Corum-RealEstate.com



CERTIFIED PUBLIC ACCOUNTANT

Accounting and Tax Experts for Attorneys

MBD Certified Public Accountant is a CPA firm that
provides accounting and tax services to Law Firms,
Attorneys and their clients. We are the outsourced CFO
that Attorneys turn to, to help them run their practices
and profession.

We know the complexities of accounting and tax laws,
accounting and tax is not just what we do— it is all we do.

MBD is the only CPA you and your business will ever need.
Give us a call at 614-760-9820. We can help make your life
easier.

Michael Sauer, CPA, EA
614-760-9820
msauer@MBDCPA.com
www.MBDCPA.com



America Counts on CPAs®



Central Ohio's only daily business and legal newspaper.

THE DAILY REPORTER

Call today to subscribe.

614-228-NEWS (6397) • www.sourcenews.com

Kegler Brown's female attorneys left to right: Christy Prince, Kristy Britsch, Michelle Wong Halabi, Rasheeda Khan, Kate Ferguson, Stephanie Union, Loriann Fuhrer, Mary Brenning, Elise Spriggs, Traci McGuire, Vinita Bahri-Mehra, Jennifer Mackanos, Erin Cleary, Rebecca Price, Margeaux Kimbrough & Kacie Ferguson

We applaud the many successes of our firm's
female attorneys.

In 2000, Kegler Brown's diversity committee formally established the Women Lawyers' Initiative to meet the professional and personal development needs of our firm's female attorneys. And through other activities like the Kegler Brown Minority Merit Scholarship, the Columbus Bar Association's Diversity Initiative, and the Minority Clerkship Program, Kegler Brown is continually promoting and developing a diverse future for our firm.

www.keglerbrown.com/careers/diversity

KEGLER BROWN
HILL & RITTER
A LEGAL PROFESSIONAL ASSOCIATION

Make sure your cash flow is headed in the right direction.

No matter what goals you've set for your business, meeting them would be impossible without effective cash flow. At National City, we can help improve yours, by taking a close look at how your business operates, and developing customized cash flow solutions. With help from our business banking experts, we can help you collect receivables faster, make payments more efficiently, and ensure access to credit when needed.

To learn more about how we can help you improve your cash flow, stop by any National City branch, visit NationalCity.com/CashFlow, or call 1-866-874-3675.

National City
Now a part of  PNC